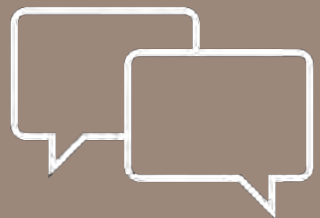




CITY COUNCIL AND PLANNING COMMISSION STUDY SESSION

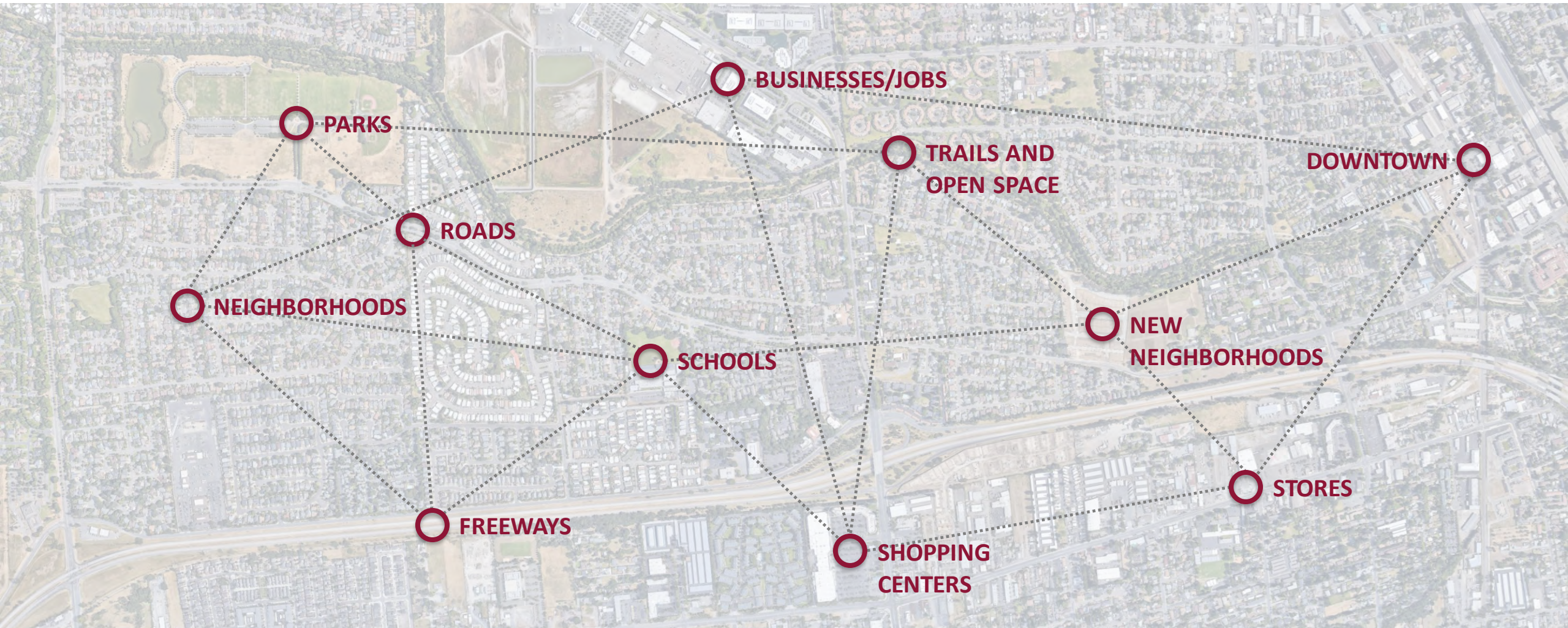
PREFERRED ALTERNATIVE | OCTOBER 25, 2022



The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.



Community is directly engaged to identify opportunities and solutions at regional, citywide, and neighborhood scales.



Preferred Alternatives Process



Technical Advisory Committee

TAC includes approximately 75 members of City staff and partner agencies.

Role is to review draft materials and reports, provide technical support and analysis, and support community outreach.

TAC Member City Departments Represented

City Attorney

Community Engagement

Finance

Fire

Housing and Community Services

Information Technology

Planning & Economic
Development

Police

Recreation & Parks

Transportation & Public Works

Water

Community Advisory Committee

CAC's key role is to act as project liaisons to encourage the wide range of community members to participate in the project.

The CAC is not a decision-making body and will not have access to information or take action that differs from the opportunities made available to all outreach participants.



Milestone Reports

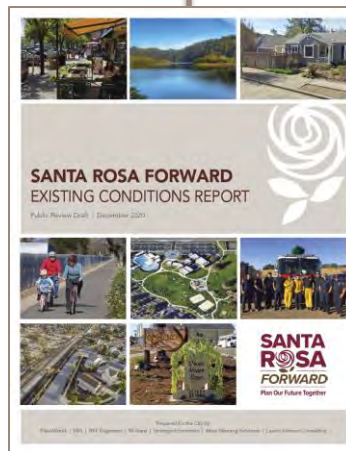
Community Involvement Strategy

August 2020



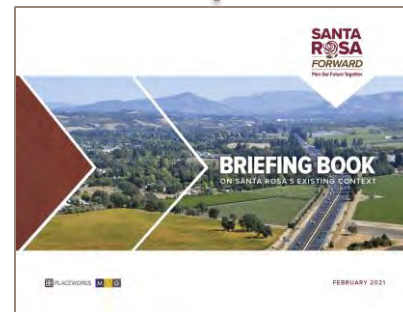
Existing Conditions Report

December 2020



Briefing Book

February 2021



Vision Statement

August 2021



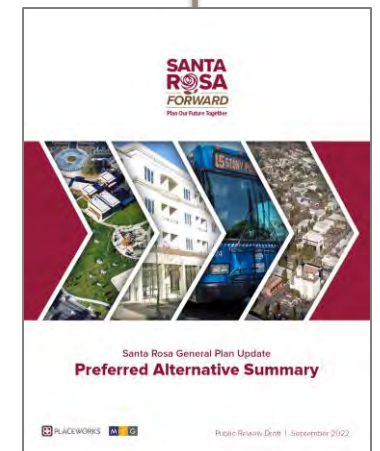
Alternatives Workbook

January 2022



Preferred Alternative Summary

September 2022



2050 General Plan Vision Statement

Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change.

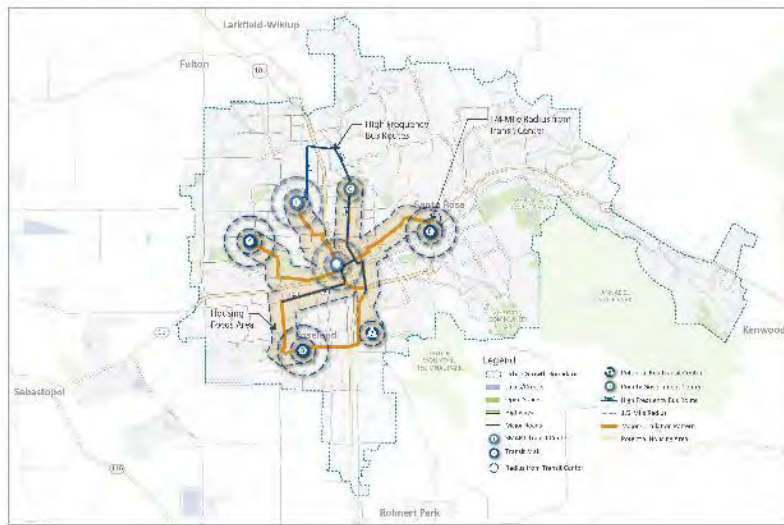


Summary of Major Themes and Feedback

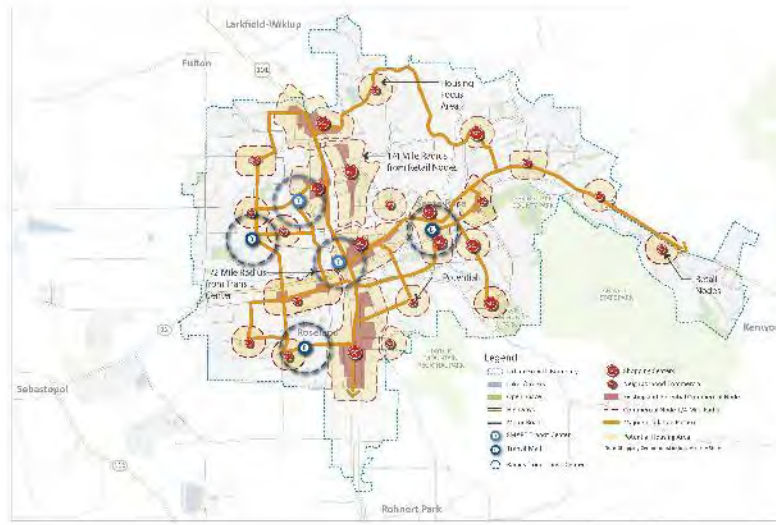
Alternatives Comparison

Strong majority of respondents favored Alternatives 1 and 2 (with Alternative 2 being slightly more favored).

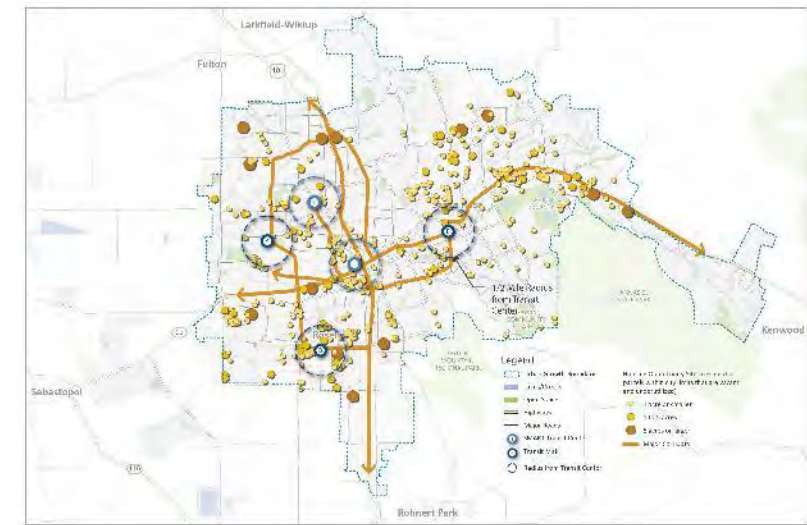
Alternative 1 Central Corridors



Alternative 2 Neighborhood Main Streets



Alternative 3 Distributed Housing





Santa Rosa General Plan Update

Preferred Alternative Summary

1 Economics and Housing

► KEY FEATURES OF THE PREFERRED ALTERNATIVE

Santa Rosa is a **city of neighborhoods**, each with its own unique character and hub for goods and services, complemented by a full-service Downtown.

New housing is focused in Downtown, around neighborhood shopping centers, and along key corridors.

Most residents have **safe access** to places that meet their daily needs, including grocery stores, parks, and small office and retail services. These businesses offer more jobs throughout the city.

Downtown Santa Rosa is enhanced and bolstered as a **vibrant urban core** with amenities that attract visitors and serve residents through implementation of the Downtown Station Area Specific Plan.

Downtown development **supports local businesses and attracts well-established companies** that serve as economic anchors and cluster knowledge-based businesses and job.

Job and business growth is concentrated in locations with convenient multi-modal access for the local and regional labor force, and industrial districts continue to provide convenient goods movement options for businesses.

As many as **24,000 new homes** are built in Santa Rosa by 2050, supporting approximately **650,000 square feet of new community-serving retail**, in addition to new dining and personal service businesses.

Regional demand supports up to **2 million square feet of new office and 1 million square feet of new industrial development**, primarily in south Santa Rosa, Downtown, and along Highway 101.

Commercial growth potential could support **8,500 new jobs**: 1,500 new jobs in both retail and industrial and 5,500 office jobs.

Increased residential density drives resident-serving business growth, including retail, dining, and personal services, in **neighborhood centers and along key corridors** in all corners of the city.

► NEW GOALS



Continue to distribute housing accessible to low- and very low-income households across the city.



Facilitate future annexations with a thoughtfully designed and transparent strategy.



Ensure new growth and development is resilient to economic cycles and forces.



► VISUALIZING THE CONCEPTS



2 Efficient and Sustainable Development

► KEY FEATURES OF THE PREFERRED ALTERNATIVE

The updated General Plan will include enhancements to the transportation network to **manage transportation demand** and **reduce vehicle miles traveled** by improving connectivity and reducing dependence on single-occupant private vehicles, including to access the city's priority development areas (PDAs)—Mendocino Avenue/Santa Rosa Avenue Corridor, North Santa Rosa Station, Downtown Station Area, Sebastopol Road Corridor, Roseland, and Santa Rosa Avenue—SMART stations, and neighborhood shopping centers.

East-west connections for **walking and biking and transit are improved**, and first/last mile links to SMART Corridor are emphasized.

The **transit system expands** and operates longer hours, more frequently, and serves more destinations and communities to support travel alternatives for everyone in Santa Rosa.

Evacuation is a priority consideration in all transportation network-related planning (wildfire, earthquake, flood, and other related hazards).

Growth potential accommodated in the land use diagram **does not exceed the City's capacity to meet the community's water needs** through the General Plan horizon.

► NEW GOALS



Achieve carbon neutrality by 2030.



Improve infrastructure, linkages, and access to transit and active modes of transportation to better meet daily commuting needs and limit greenhouse gas emissions.



Provide the highest-quality City services—including transit, utilities, infrastructure, parks and recreation, and more—and ensure accessibility to everyone in Santa Rosa.



What does "sustainable" mean for Santa Rosa? Practices and behaviors that meet the needs of the present without compromising the ability of future generations to meet their own needs.



► VISUALIZING THE CONCEPTS



Vehicle Lane Reduction



Pedestrian and Bicycle Connections



Transit Routes and Stop Improvements



Protected Bicycle Lanes



Cycle Track



Improved Pedestrian Crosswalks

3 Resilience and Safety

► KEY FEATURES OF THE PREFERRED ALTERNATIVE

Development in the **wildland urban interface (WUI)** is limited to **what is currently allowed** and resilience in the WUI improves with time.

East Highway 12 expansion **improves evacuation capacity** during wildfire and other hazard events. Enhancements to other key roadways in the evacuation network, including enabling wrong-way travel, support increased capacity in emergency scenarios.

Transit system enhancements **support the evacuation needs of zero vehicle households**.

► PROPOSED NEW GOALS



Fortify the community, especially equity priority communities, against wildfires, earthquakes, floods, and other hazards and facilitate recovery from future hazard events through comprehensive planning in advance.



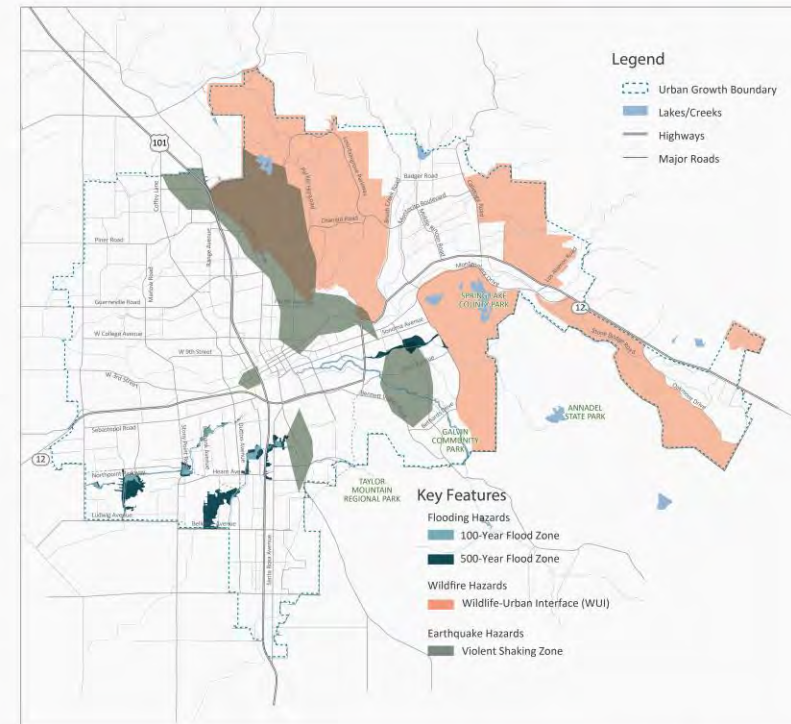
Support the potential managed retreat from the highest fire risk areas.



Institute new building standards in areas highly vulnerable to hazards, such as wildfire and earthquake, to minimize the impact of a hazard event.



► VISUALIZING THE CONCEPTS



Optimize Evacuation Routes



Firesafe Home/Property



Microgrid System



Creek Restoration



Earthquake Safe Buildings



Resilience Hub

4 Equity and Health

► KEY FEATURES OF THE PREFERRED ALTERNATIVE

Equity priority communities have safe, comfortable, and convenient walking or wheeling (including bike, stroller, and wheelchair) access to full-service markets and fresh foods, outdoor active and passive recreation, and a robust active transportation network.

New housing for equity priority communities is **thoughtfully designed, emphasizes visitability** (easy access for seniors and people with disabilities), and is located to **avoid exposure to environmental threats**.

Residential growth is **set back a minimum of 500 feet from Highways 101 and 12** to avoid exposure to particulate matter from these roadways.

Gaps in the sidewalks and pedestrian network are eliminated in equity priority communities.

People of all ages and abilities have barrier-free access to essential goods and services, and neighborhoods support aging in place.

► NEW GOALS



Make lifelong learning opportunities and safe spaces to gather and recreate equitably accessible to everyone.



Remove barriers to and incentivize small-scale, urban agriculture to expand economic opportunity to community members and access to healthy foods.



Prioritize funding for services, amenities, and infrastructure in equity priority communities.



Recognize and reconcile historic and existing land-use patterns that perpetuate racial and socioeconomic segregation.



Engage a diverse and wide range of opinions, representative of Santa Rosa residents, in city decision-making.



Celebrate and showcase the community's diversity and promote it as a strength.



Bring art, cultural resources and activities, historic assets, and live music to all neighborhoods, accessible to everyone.

► VISUALIZING THE CONCEPTS



Park Amenities



Community Garden



Community Center/
Event Space



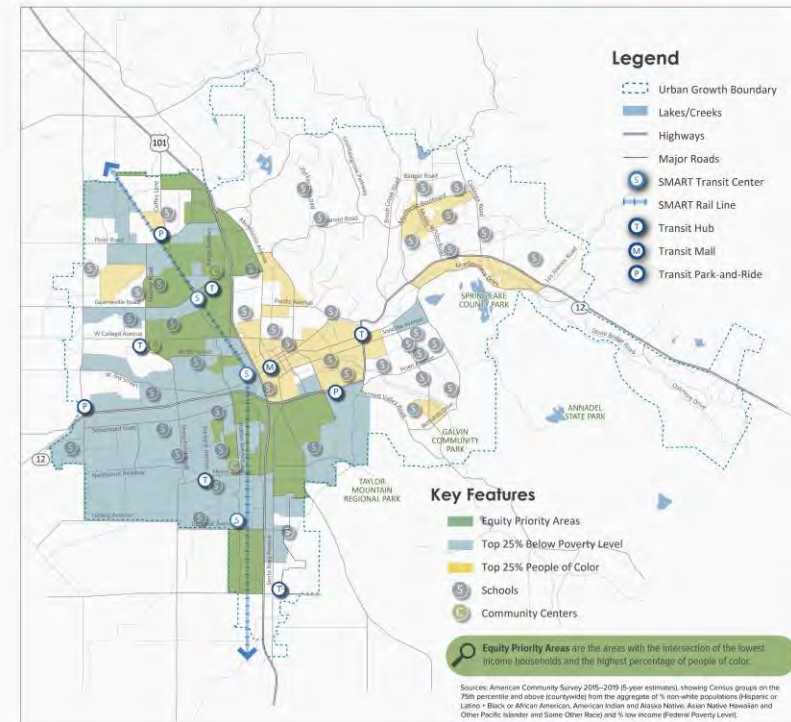
Affordable Housing

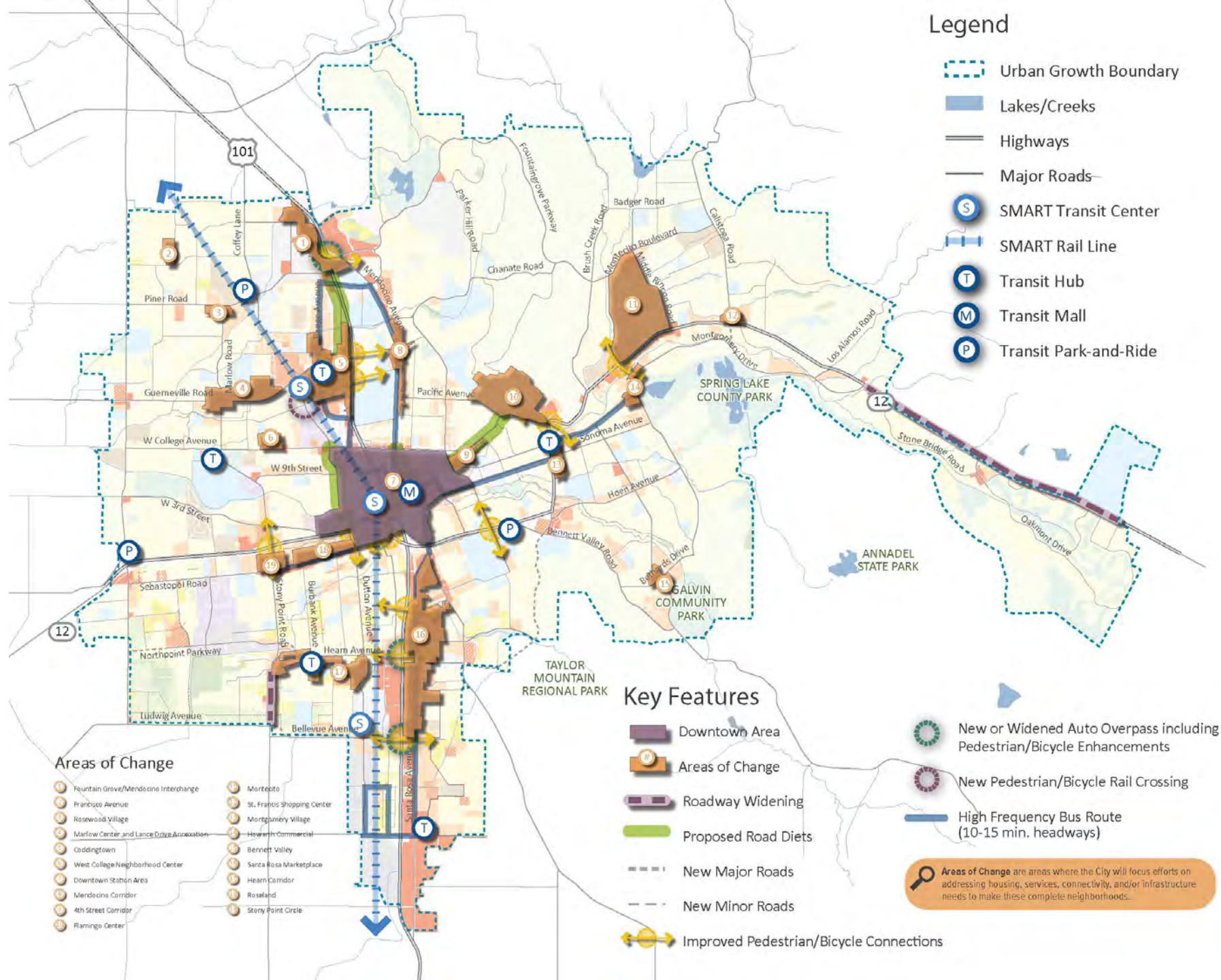


Fresh Food Access



Complete Sidewalk
Network





Preferred Alternative Engagement Activities

Pop-Up Booths

Pop-up booths were held at five community events and major gathering areas.

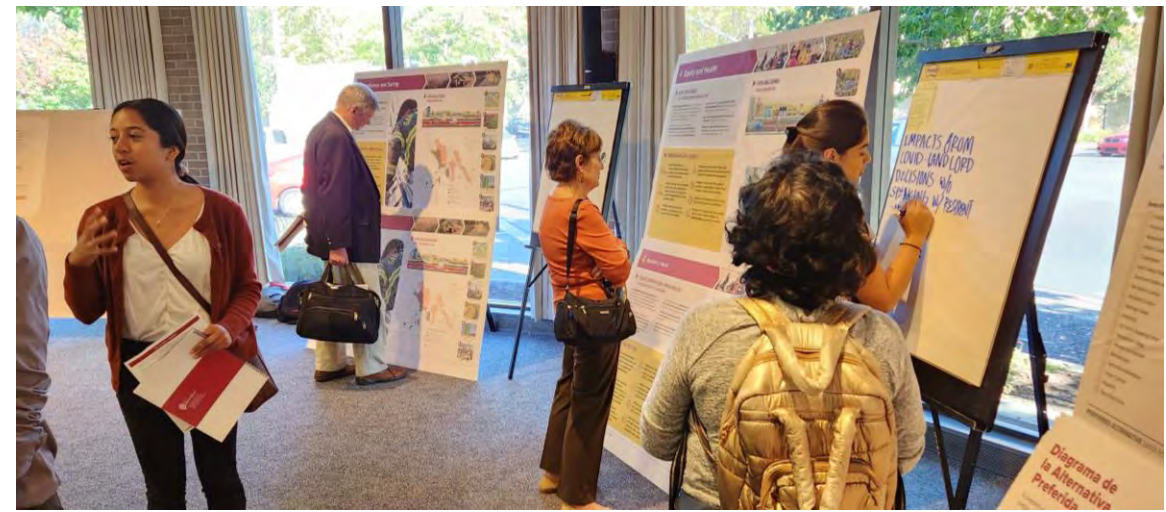
The pop-up events provided opportunities to bring awareness to the project, discuss the Preferred Alternative, and encourage people to take the online survey.



Preferred Alternative Engagement Activities **Bi-Lingual Open Houses**

Two in-person open houses were held in October 2022.

The open houses include presentations and discussions, presented and facilitated in both English and Spanish.



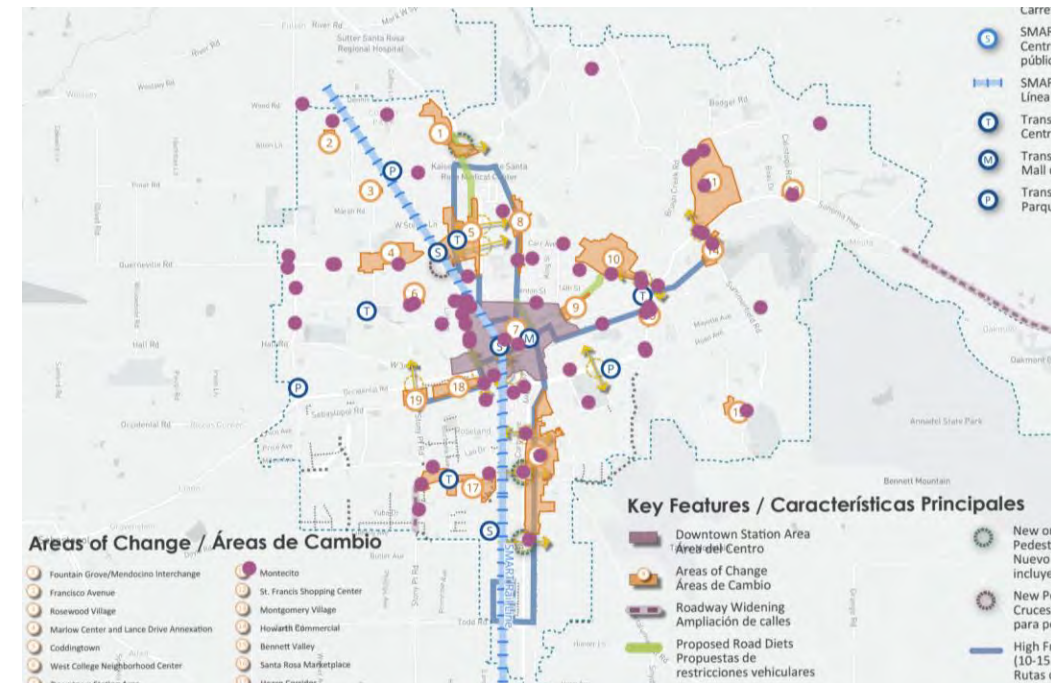
Preferred Alternative Engagement Activities

Interactive Online Survey

Included all the materials, questions and presentations from the in-person open houses.

Participants able to provide thoughts and feedback about Preferred Alternative.

Over 380 people viewed and participated in the online survey (as of October 18, 2022).



Preferred Alternative Engagement Activities

Youth Voice Contest

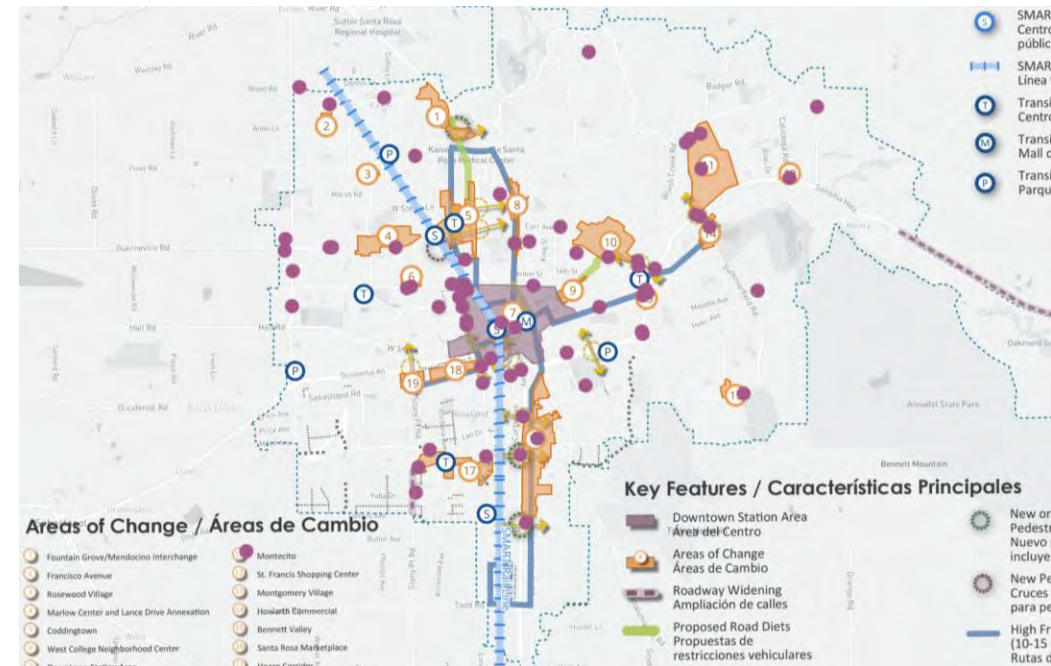
A Youth Voice Contest provided an opportunity for youth to be creative in how they answered the questions “what makes Santa Rosa the special place it is today?”

Participants submitted photos and poems.



“This photo was taken atop Taylor Mountain, on Santa Rosa’s southern edge, and depicts one of our region’s beautiful native oak trees and the setting sun. Although perhaps nothing beyond the beauty of such a romantic scene compelled me to take the photo, I noticed it was taken in December 2019, just months before the outbreak of the, ongoing, COVID-19 pandemic. With so many of us having had to spend this last year on our own, at home, and often indoors- this photo reminds me how fortunate we are in Santa Rosa to have so many incredible local examples of natural beauty around us...”

Preferred Alternative Engagement Community Feedback



Next Steps

- Finalize the Preferred Alternative, which will be the basis for the 2050 General Plan, following direction from City Council and input from the Planning Commission and community.
 - The 2050 General Plan will include detailed goals, policies, actions and implementation programs addressing a full range of topical areas (e.g., land use, housing, mobility, equity, infrastructure, safety, resilience, etc.).
- Community discussions and events on the draft General Plan will be held during Fall 2022/Winter 2023

Recommendation

It is recommended by the Planning & Economic Development Department that the City Council and Planning Commission review and provide input on the draft Preferred Alternative, taking into consideration community feedback, to help guide the preparation of the draft 2050 General Plan.



Learn more about the project at
www.SantaRosaForward.com